

ABSTRACT OF THE DISCLOSURE

- 5 A user visiting a space is equipped with a mobile device in communication with a service system. Media items held by the service system are associated with various locations around the space and a user arriving at such a location is presented with the corresponding item or items. Preferably, these media items are pre-emptively loaded into a cache of the user's mobile device in dependence on the user's progress around the space. Items can also
- 10 be flushed from cache on this basis. Instead of, or as a precursor to, flushing an item from cache to free up space, the cache space occupied by an item is reduced by degrading it.